

CONTRACT



KUSA-TV
500 Speer Blvd.
Denver, CO 80203
(866)858-5322

www.9news.com

And:

American Media & Advocacy Grp/ POL
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 720151 /		<u>Alt Order #</u> 06358705
<u>Product</u> JOE COORS 4 CONGRESS		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> 2735
<u>Advertiser</u> Coors,J/R/ Con/CO		<u>Original Date / Revision</u> 10/03/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KUSA	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 1	KUSA	10/19/12	10/19/12	The Doctors	1-2p		:30				NM	0	\$0.00
N 2	KUSA	10/19/12	10/19/12	Late News (M-Su)	M-Su 10-1037p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	1			\$2,800.00	0.00				
D 3	KUSA	10/19/12	10/19/12	Tonight Show	1037-1137p		:30				NM	0	\$0.00
D 4	KUSA	10/19/12	10/19/12	Late Night w/Jimmy Fallon	1137p-1237a		:30				NM	0	\$0.00
D 5	KUSA	10/19/12	10/19/12	9News at Noon	12p-1230p		:30				NM	0	\$0.00
D 6	KUSA	10/19/12	10/19/12	Ellen	3-4p		:30				NM	0	\$0.00
D 7	KUSA	10/19/12	10/19/12	9News 4pm	4p-5p		:30				NM	0	\$0.00
D 8	KUSA	10/19/12	10/19/12	M-F 430-5a News	430-5a		:30				NM	0	\$0.00
D 9	KUSA	10/19/12	10/19/12	9News Daybreak 5a	5-530am		:30				NM	0	\$0.00
N 10	KUSA	10/19/12	10/19/12	9News 5pm	5p-530p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	1			\$1,600.00	0.00				
D 11	KUSA	10/19/12	10/19/12	9News Daybreak 5:30a	530-6am		:30				NM	0	\$0.00
D 12	KUSA	10/19/12	10/19/12	NBC Nightly News	530p-6p		:30				NM	0	\$0.00
D 13	KUSA	10/19/12	10/19/12	9News 6pm	6p-630p		:30				NM	0	\$0.00
N 14	KUSA	10/19/12	10/19/12	9News 6am	6-7am		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	2			\$1,400.00	0.00				
D 15	KUSA	10/19/12	10/19/12	Entertainment Tonight	630-7p		:30				NM	0	\$0.00
N 16	KUSA	10/19/12	10/19/12	Today Show	7-9am		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--	2			\$1,300.00	0.00				
D 17	KUSA	10/19/12	10/19/12	Dateline	9-10p		:30				NM	0	\$0.00
D 18	KUSA	10/22/12	10/22/12	The Doctors	1-2p		:30				NM	0	\$0.00
N 19	KUSA	10/22/12	10/22/12	Late News M-F	10-1035p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----	1			\$2,800.00	0.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Advertiser</u> Coors,J/R/ Con/CO		<u>Estimate #</u> 2735
		<u>Original Date / Revision</u> 10/03/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
N 20	KUSA	10/22/12	10/22/12	Tonight Show	1037-1137p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1	\$1,300.00	0.00						
D 21	KUSA	10/22/12	10/22/12	Late Night w/Jimmy Fallon	1137p-1237a		:30				NM	0	\$0.00
D 22	KUSA	10/22/12	10/22/12	9News at Noon	12p-1230p		:30				NM	0	\$0.00
D 23	KUSA	10/22/12	10/22/12	Ellen	3-4p		:30				NM	0	\$0.00
D 24	KUSA	10/22/12	10/22/12	9News 4pm	4p-5p		:30				NM	0	\$0.00
N 25	KUSA	10/22/12	10/22/12	M-F 430-5a News	430-5a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1	\$50.00	0.00						
D 26	KUSA	10/22/12	10/22/12	9News Daybreak 5a	5-530am		:30				NM	0	\$0.00
D 27	KUSA	10/22/12	10/22/12	9News 5pm	5p-530p		:30				NM	0	\$0.00
D 28	KUSA	10/22/12	10/22/12	9News Daybreak 5:30a	530-6am		:30				NM	0	\$0.00
N 29	KUSA	10/22/12	10/22/12	NBC Nightly News	530p-6p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1	\$3,000.00	0.00						
D 30	KUSA	10/22/12	10/22/12	9News 6pm	6p-630p		:30				NM	0	\$0.00
N 31	KUSA	10/22/12	10/22/12	9News 6am	6-7am		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2	\$1,400.00	0.00						
D 32	KUSA	10/22/12	10/22/12	Entertainment Tonight	630-7p		:30				NM	0	\$0.00
N 33	KUSA	10/22/12	10/22/12	Today Show	7-9am		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2	\$1,300.00	0.00						
D 34	KUSA	10/20/12	10/20/12	9News 10pm Sat	Sat 10p-1037p		:30				NM	0	\$0.00
N 35	KUSA	10/20/12	10/20/12	Saturday Night Live	1037p-1207a		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	3	\$1,400.00	0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		2	KUSA	10/15/12-10/21/12	Saturday Night Live	1037p-1207a	-----Sa--	:30	\$1,400.00	0.00	NM		
		Credited											
		3	KUSA	10/15/12-10/21/12	Saturday Night Live	1037p-1207a	-----Sa--	:30	\$1,400.00	0.00	NM		
		Credited											
N 36	KUSA	10/20/12	10/20/12	9News 5p Sat	5-6p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2	\$1,000.00	0.00						
N 37	KUSA	10/20/12	10/20/12	Sat Today	5-7am		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2	\$350.00	0.00						
N 38	KUSA	10/20/12	10/20/12	6-7p	6-7p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2	\$1,000.00	0.00						
N 39	KUSA	10/20/12	10/20/12	9News 7a Sat	7-9a		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2	\$800.00	0.00						
N 40	KUSA	10/21/12	10/21/12	Late News (M-Su)	M-Su 10-1037p		:30				NM	1	\$2,800.00

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Week:		10/15/12	10/21/12	-----S				1	\$2,800.00	0.00			
N 41	KUSA	10/21/12	10/21/12	Sun News Extended	1035-11p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,200.00	0.00			
N 42	KUSA	10/21/12	10/21/12	NBC Nightly News	428-430p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$2,500.00	0.00			
D 43	KUSA	10/21/12	10/21/12	Football Night in America	Various		:30				NM	0	\$0.00
N 44	KUSA	10/21/12	10/21/12	Sunday Today	6-7am		:30				NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				2	\$275.00	0.00			
N 45	KUSA	10/21/12	10/21/12	NFL Regular Season Football	NFL Regular Season		:30				NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$6,500.00	0.00			
N 46	KUSA	10/21/12	10/21/12	9News 7a Sun	7-9a		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				2	\$700.00	0.00			
N 47	KUSA	10/21/12	10/21/12	NFL Special Edition News	9-10p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$2,800.00	0.00			
D 48	KUSA	10/18/12	10/18/12	The Doctors	1-2p		:30				NM	0	\$0.00
N 49	KUSA	10/18/12	10/18/12	Late News M-F	10-1035p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$2,800.00	0.00			
D 50	KUSA	10/18/12	10/18/12	Tonight Show	1037-1137p		:30				NM	0	\$0.00
D 51	KUSA	10/18/12	10/18/12	Late Night w/Jimmy Fallon	1137p-1237a		:30				NM	0	\$0.00
D 52	KUSA	10/18/12	10/18/12	9News at Noon	12p-1230p		:30				NM	0	\$0.00
D 53	KUSA	10/18/12	10/18/12	Ellen	3-4p		:30				NM	0	\$0.00
D 54	KUSA	10/18/12	10/18/12	9News 4pm	4p-5p		:30				NM	0	\$0.00
N 55	KUSA	10/18/12	10/18/12	M-F 430-5a News	430-5a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$50.00	0.00			
D 56	KUSA	10/18/12	10/18/12	9News Daybreak 5a	5-530am		:30				NM	0	\$0.00
D 57	KUSA	10/18/12	10/18/12	9News 5pm	5p-530p		:30				NM	0	\$0.00
D 58	KUSA	10/18/12	10/18/12	9News Daybreak 5:30a	530-6am		:30				NM	0	\$0.00
D 59	KUSA	10/18/12	10/18/12	9News 6pm	6p-630p		:30				NM	0	\$0.00
N 60	KUSA	10/18/12	10/18/12	9News 6am	6-7am		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				2	\$1,400.00	0.00			
D 61	KUSA	10/18/12	10/18/12	Entertainment Tonight	630-7p		:30				NM	0	\$0.00
N 62	KUSA	10/18/12	10/18/12	Today Show	7-9am		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				2	\$1,300.00	0.00			
D 63	KUSA	10/16/12	10/16/12	The Doctors	1-2p		:30				NM	0	\$0.00
N 64	KUSA	10/16/12	10/16/12	Late News M-F	10-1035p		:30				NM	1	\$2,800.00

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Week:		10/15/12	10/21/12	-T-----				1	\$2,800.00	0.00			
D 65	KUSA	10/16/12	10/16/12	Tonight Show	1037-1137p		:30				NM	0	\$0.00
D 66	KUSA	10/16/12	10/16/12	Late Night w/Jimmy Fallon	1137p-1237a		:30				NM	0	\$0.00
D 67	KUSA	10/16/12	10/16/12	9News at Noon	12p-1230p		:30				NM	0	\$0.00
D 68	KUSA	10/16/12	10/16/12	Ellen	3-4p		:30				NM	0	\$0.00
D 69	KUSA	10/16/12	10/16/12	M-F 430-5a News	430-5a		:30				NM	0	\$0.00
D 70	KUSA	10/16/12	10/16/12	9News 5pm	5p-530p		:30				NM	0	\$0.00
D 71	KUSA	10/16/12	10/16/12	9News Daybreak 5:30a	530-6am		:30				NM	0	\$0.00
D 72	KUSA	10/16/12	10/16/12	9News 6pm	6p-630p		:30				NM	0	\$0.00
N 73	KUSA	10/16/12	10/16/12	9News 6am	6-7am		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				2	\$1,400.00	0.00			
N 74	KUSA	10/16/12	10/16/12	Entertainment Tonight	630-7p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,600.00	0.00			
N 75	KUSA	10/16/12	10/16/12	Today Show	7-9am		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				2	\$1,300.00	0.00			
D 76	KUSA	10/17/12	10/17/12	The Doctors	1-2p		:30				NM	0	\$0.00
N 77	KUSA	10/17/12	10/17/12	Late News M-F	10-1035p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$2,800.00	0.00			
D 78	KUSA	10/17/12	10/17/12	Tonight Show	1037-1137p		:30				NM	0	\$0.00
D 79	KUSA	10/17/12	10/17/12	Late Night w/Jimmy Fallon	1137p-1237a		:30				NM	0	\$0.00
D 80	KUSA	10/17/12	10/17/12	9News at Noon	12p-1230p		:30				NM	0	\$0.00
D 81	KUSA	10/17/12	10/17/12	Ellen	3-4p		:30				NM	0	\$0.00
D 82	KUSA	10/17/12	10/17/12	9News 4pm	4p-5p		:30				NM	0	\$0.00
D 83	KUSA	10/17/12	10/17/12	M-F 430-5a News	430-5a		:30				NM	0	\$0.00
D 84	KUSA	10/17/12	10/17/12	9News 5pm	5p-530p		:30				NM	0	\$0.00
D 85	KUSA	10/17/12	10/17/12	9News Daybreak 5:30a	530-6am		:30				NM	0	\$0.00
D 86	KUSA	10/17/12	10/17/12	NBC Nightly News	530p-6p		:30				NM	0	\$0.00
D 87	KUSA	10/17/12	10/17/12	9News 6pm	6p-630p		:30				NM	0	\$0.00
N 88	KUSA	10/17/12	10/17/12	9News 6am	6-7am		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				2	\$1,400.00	0.00			
D 89	KUSA	10/17/12	10/17/12	Entertainment Tonight	630-7p		:30				NM	0	\$0.00
N 90	KUSA	10/17/12	10/17/12	Today Show	7-9am		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				2	\$1,300.00	0.00			
N 91	KUSA	10/16/12	10/16/12	Late News M-F	10-1035p		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,800.00	0.00			
N 92	KUSA	10/20/12	10/20/12	Football Night in America	Various		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



KUSA-TV
500 Speer Blvd.
Denver, CO 80203
(866)858-5322

www.9news.com

Contract / Revision	Alt Order #
720151 /	06358705

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	JOE COORS 4 CONGR	2735

Advertiser	Original Date / Revision
Coors,J/R/ Con/CO	10/03/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,000.00	0.00			
											Totals	0.00	\$78,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	51	\$78,850.00	\$67,022.50
Totals	51	\$78,850.00	\$67,022.50

Signature: _____ **Date:** _____

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TERMS: Due 15th day of the Month following Broadcast.